

Maximize Your Revenue with SMART Web Design

Westward Strategy & Design Group, LLC.
is a boutique agency focusing on smart web designs and online marketing strategies.

So your website works 24/7 helping you:

- Sell more products and services
- Generate a new flow of targeted, qualified leads
- Provide more customer service – and faster
- Spread market awareness further and deeper
- Instantly see a clear picture of customer trends
- Compete with the big guys – without emptying your pockets

Boost Your Site Rankings... Naturally

Your smart web design optimizes every detail of your site, so it naturally ranks higher.

By naturally boosting site rankings, your marketing budget stretches. Leaving you more money to grow your business with other advanced online strategies.

So you get what the big companies pay major bucks for — but you get it all at a budget-friendly price:

- Reliable design so your site working smoothly 24/7
- Markets your brand consistently with other online and print campaigns
- Generates new sales revenue

It's All About Optimizing

Growing your business is our goal. Unlike other design agencies, we don't try to be all things to all people. Instead, we focus on implementing the latest, most effective site optimizing and online marketing strategies.

So we remain experts in what you want.

No Tech Talk – Just Straight Talk

Some people think they need fancy sites with the latest bells and whistles. We believe you need a great looking site that's easy to use and works for your business. After all, we're business owners too. We respect the bottom line.

That's why when we analyze your online marketing strategy or review your current site performance, we report the good, bad and ugly.

Then we suggest what you shouldn't waste money on. What you should invest in. And the reasons why.


What's more, you hear it all in plain ol' English. No confusing tech talk — ever.



It's Been An Outstanding Year

Kristy and her team have been able to bring real value to our online presence through our Google Adwords campaigns. We're having an outstanding year and part of that is due to the sales our website is bringing in. They back up all their work with stats that are important to us and provide actual deadlines, so we know exactly what they are doing and when."

Mark McKinnon - Cube Passes



See how you can increase revenue with smart design.
Please turn the page »

Maximize Your Revenues with SMART Web Design

More Reasons to Choose Westward Strategy

Save Time and Money

- Smart optimization – get higher search engine rankings and new, targeted traffic
- Total control – update, change or manage your site content from your desk
- Hand-coded sites – for ultimate reliability, fast troubleshooting, and a customized look
- Branding/sales consistency – we happily work with your marketing team, so print and online marketing campaigns support each other seamlessly

Enjoy Higher ROI

- Longer lifespan – your highly-optimized site lasts up to 3 times longer than other site designs.
- Web analytics – pinpoint customer trends to quickly capitalize on opportunities
- Ad testing – we constantly research and test ads and keywords to maximize your returns
- Custom design – fits your brand, business and purpose. So your customers do more of what you want
- Natural search engine optimization (SEO) – get higher search engine rankings and more targeted traffic
- Flexible design – your site flexes to meet your needs as your business grows
- eMarketing analysis – maximize your online and print campaigns for faster business growth

Find out how your current website's really performing for you.

Call today for your free consultation and in-depth analysis. Call (775) 626-8330 or email: info@WestwardStrategy.com.

The Response is Tremendous!

In today's competitive economy, a first-rate Web site is critical to business success. Westward Strategy did a tremendous job in helping the Reno Sparks Chamber of Commerce develop an outstanding, user-friendly Web site. The response has been tremendous.

Doug Kirkal - CEO, Reno Sparks Chamber of Commerce

Strategically on Target with Our Marketing Initiatives

Over the past year, I've worked closely with Kristy Crabtree and her team as we've worked to launch a dual platform media venture. She has proven to be creative, reliable, unbelievably hardworking and has integrated herself so well into our operation that she truly acts as one of our in-house team. I recommend her highly.

Piper Parry - Past Marketing Director of GemsTV

Experts in Traditional and New Media

In addition to smart web design, Westward Strategy helps increase your sales with:



Pay-Per-Click (PPC) Ads

Strategy, implementation and monitoring



Website Analysis



Email Marketing

Design and campaign strategy



Website Development



Search Engine Optimization (SEO) Marketing

Link building, landing pages, viral marketing and more



Social Media Marketing



HTML Editing



Content Management Systems (CMS)



Multi-channel Marketing Strategy



Online Campaign Tracking and Analysis



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Physical Address

4868 Sparks Blvd., Suite 100
Sparks, Nevada 89436

Mailing Address

PO BOX 50998
Sparks, Nevada 89435

Phone: (775) 626-8330

Mobile: (775) 720-3521

Fax: (775) 425-5635

Email: info@westwardstrategy.com

Web: www.westwardstrategy.com